

# Home Furnishings Calendar 1950

## JANUARY

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors on  
\* trade and consumer magazines, newspapers, trade papers and news syndicates.  
\* This list covers decorating, building, food, appliances, gardens - every phase  
\* of the home furnishings field. To yearly subscribers this list is free. Non-  
\* subscribers pay \$25 for it. Avail yourself of this invaluable service.  
\* \*\*\*\*\*

\* One of our important functions is to clear dates so that conflicts will not  
\* arise. Check with us as to available times before scheduling your next affair.  
\* \*\*\*\*\*

\* Events are listed without charge in the CALENDAR for approximately six weeks in  
\* advance. Let us have your listing as early as possible so that we may help you  
\* to avoid conflicts in dates and give you increasingly better service. New  
\* events, last minute changes and revisions are added each week as scheduled.  
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 23 4:00 P.M.- 7:00 P.M. Cocktails	SECOND ANNIVERSARY PARTY FOR PRESS AND TRADE The Necchi Sewing Machine Sales Corp. will have a cocktail party for the press and trade on this date to celebrate their second anniversary. By invitation only. Contact: Mrs. Jeanne Spencer, WA. 4-7604.	NECCHI SEWING MACHINE SALES CORP.	HOTEL PIERRE TEAKWOOD ROOM
Thursday Feb. 23 Just out	CONTEST RULES AVAILABLE The "Life Line of America" contest rules are now available. Any woman editor of a food page on a newspaper or any woman radio broadcaster may enter. Article or broadcast must be published or take place before June 30, 1950. Winners will be announced in November 1950. Publicity: Miss Flanley or Miss Woodward, Flanley & Woodward, MU. 3-3928.	GROCERY MFRS. OF AM.	205 EAST 42ND ST.
Feb. 26- Mar. 2	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		

### WEEK BEGINNING MONDAY, FEBRUARY 27, 1950

Monday Feb. 27 7:00 P.M.	NINETEENTH LECTURE The nineteenth lecture in the Survey of Advertising Course will deal with Contests, Coupons and Conventions. The use of premiums in contests and coupon-advertising will be discussed by Robert F. Degen, account and merchandising executive of Ted Bates & Co. "Why go to conventions?" will be dealt with by Mrs. Marion Morris Hinse, Director Educational Service Dept., Bristol-Myers Co. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Feb. 27- Mar. 3	HOUSE & GARDEN SYMPOSIUM A symposium on "Small Houses and Gardens" will be held on these dates and from March 6 - 10. Speaker, Feb. 27, Miss Nancy V. McClelland, F.A.I.D., and on March 6, James L. Cogar, Consultant to Colonial Williamsburg. Albert Kornfeld, LE. 2-7500.	COLONIAL WILLIAMS- BURG, INC.	WILLIAMSBURG, VIRGINIA



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 27- Mar. 4	PHILADELPHIA HOME SHOW A model house and 300 exhibits dealing with all sorts of products for the home will be on display at this show which attracts some 200,000 visitors. Publicity: John La Cerda, 1500 Walnut St., Philadelphia, Pennsylvania.	HOME BUILDERS ASSN. OF PHILA. AND SUBURBS	COMMERCIAL MUSEUM CONVENTION HALL
Monday Feb. 27- Mar. 5	NEW ENGLAND HOME EXPOSITION Building materials, furniture and furnishings, landscaping materials, electrical and musical merchandise will all be exhibited at this exposition. Contact: A. D. Cole, Home Builders Assn. of Greater Boston, Mechanics Bldg., Boston. Publicity: Campbell-Fairbanks Exposition, Inc., 929 Park Square Bldg., Boston, Mass.	HOME BLDRS. ASSN. OF GREATER BOSTON	MECHANICS BLDG. BOSTON, MASS.
Monday Feb. 27- Mar. 24	GOLD MEDAL EXHIBITION NATIVE INDUSTRIAL ARTS The fifth of six monthly gold medal exhibitions will open on this date and will present design and craftsmanship in native industrial arts. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N.Y.
Tuesday Feb. 28 12:00 M. Luncheon	PRESS PREVIEW OF NEW FABRICS A new collection of textured decorative fabrics made by Artcraft Weaving Corporation and styled by Alice R. Fisher, home furnishings consultant, will be introduced to the Washington press on this date. The fabrics to be shown are "Highland Thistle," "Needletext," "Artline," and "Bouclérib". By invitation only. Publicity: Doris Herzog, Franklin & Fisher & Assoc., Inc., MU. 2-1983; Washington contact: Mrs. Aida Wallace, Advertising Dept., Woodward & Lothrop, Washington, D. C.	WOODWARD & LOTHROP ARTCRAFT WEAVING CORP.	WOODWARD & LOTHROP WASHINGTON, D.C.
Wednesday Mar. 1- Mar. 15	EXHIBIT OF SILVER Hand-wrought sterling in contemporary designs by Maria Regnier will be on display in this shop for the first two weeks in March. On March 1 a cocktail party, <u>by invitation only</u> , will be given to introduce it. Contact: Leah K. Curtiss, PL. 3-6695.	LEAH K. CURTISS	460 PARK AVENUE
Wednesday Mar. 1- Mar. 31	DIRECTORY AVAILABLE The 1950 Membership Directory of the A. I. D. will be available for distribution through national headquarters during March at \$5 a copy, 10¢ N.Y.C. Sales Tax for delivery in New York City. Contact: Mrs. M. M. Girard, MU. 8-0238.	AM. INST. OF DECORATORS	41 EAST 57TH STREET
Mar. 1- Mar. 11	NATIONALLY ADVERTISED BRANDS WEEK IN VARIETY STORES. SPONSOR: CHAIN STORE AGE VARIETY EDITIONS, 185 MADISON AVE., NEW YORK 16.		
Mar. 1- Sept. 30	"COURT OF FLAME" PROGRAM TO SELL AUTOMATIC GAS WATER HEATERS CONTACT: RALPH L. TOWNE, GAS APPLIANCE MFRS. ASSN., 60 E. 42 ST., N.Y.C.17.		
Wednesday Mar. 1	A.I.D. STUDENT COMPETITION Awards of cash and medals will be made to the winners in this annual competition which is open to students in schools and colleges throughout the United States in which courses in interior design and decoration are offered. All entries must be in by March 1. Full information may be secured from the A.I.D. Contact: Mrs. M. M. Girard, MU. 8-0238.	AM. INST. OF DECORATORS	41 EAST 57TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Mar. 3 Dinner	"POSTILLION BALL"	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
	Dinner, dancing until 2:00 A.M. to Jeno Bartel's orchestra, prizes, surprises and a mystery box of souvenirs will be on the program. Contact: Mae Wagner Carlisle, CI. 5-4149.		
Mar. 5- Mar. 8	DENVER GIFT & JEWELRY SHOW, HOTEL ALBANY, DENVER, COLORADO. CONTACT: MRS. MILDRED DALTON, 712 W. OLIVE STREET, LOS ANGELES, CALIF.		
Mar. 5- Mar. 8	ST. LOUIS SPRING SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI. CONTACT: G.L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Mar. 5- Mar. 8	TRI-STATE GIFT ARTWARE SHOW, HOTEL SINTON, CINCINNATI, OHIO. CONTACT: H. W. WHITING, 2709 SHANMOOR AVENUE, CINCINNATI, OHIO.		

WEEK BEGINNING MONDAY, MARCH 6, 1950

Monday Mar. 6 7:00 P.M.	TWENTIETH LECTURE	ADV. WOMEN OF N.Y.	HOTEL ASTOR
	The twentieth lecture in the Survey of Advertising Course will deal with the role of home economists and educators in advertising. Panel Director will be Harriet Raymond of Celanese Corp., assisted by Sally Dickson of Sally Dickson Assoc., Carolyn Hutchins of Simplicity Pattern Co. and Elizabeth Stout of Celanese Corp. Contact: Hulda Kloenne, CI. 5-4149.		
Monday Mar. 6 Just out	COOKING ENCYCLOPEDIA	GARDEN CITY PUB. CO.	14 WEST 49TH STREET
	A two-volume encyclopedia dealing with meal planning, marketing and food-budgeting with breakfast, lunch and dinner menus for every day of the year, planned to fit into the average housewife's budget; information on canning, preserving, pickling and freezing; 1095 recipes for everything from appetizers through desserts; a section on table setting and service, kitchen equipment, and so forth, has been written by Meta Given and will cost \$7.50. Publicity: Janet Glennon, CI. 6-1700.		
Monday Mar. 6- Mar. 8	SIXTEENTH MERCHANDISE MART	PITTSBURGH WHOLESALE MERCHANTS ASSOCIATION	WILLIAM PENN HOTEL PITTSBURGH, PENNA.
	A three-day show featuring home furnishings and appliances is expected to attract some 14,000 retail dealers in the trading area. Hours: 12 to 10 P.M. daily. Contact: E. M. Marks, Pittsburgh Wholesale Merchants Assn., Chamber of Commerce Bldg., Pittsburgh, Pennsylvania.		
Mar. 6- Mar. 9	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA. CONTACT: MRS. M. I. RENNER, 483 MARKET STREET, YORK, PENNSYLVANIA.		
Mar. 6-10	GIFT MARKET WEEK, GIFT CENTER, 101 TREMONT STREET, BOSTON, MASSACHUSETTS.		
Mar. 6- Mar. 10	PARKER HOUSE GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Mar. 6- Mar. 10	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASS. CONTACT: DOROTHY MEEHAN, GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, N.Y.C., MU. 9-7147.		
Mar. 6- Mar. 10	MERCHANDISE FAIR: 5¢ to \$10, 71ST REGIMENT ARMORY, 34TH ST. & PARK AVE. CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627-8-9.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Mar. 6- Mar. 12	NATL. ANTIQUES SHOW The National Antiques Show will be held on these dates this year. During the Show, Robert H. Ward, expert in restyling furniture, will lecture on and demonstrate methods of Furniture restyling twice daily. He will show how to remake an antique piano into a secretary and how to make a coffee table from a bench and an end table from a bedpost. Lectures will take place at 3 and 7 P.M. daily and are open free to visitors. Hours: 1 to 11 P.M. daily; 1 to 7 P.M. Sunday. Admission \$1.25 plus tax. Contact: Morton Yarmon, 97 Duane St., New York, N.Y., BE. 3-6010.	ANTIQUE DEALERS	MADISON SQ. GARDEN
Mar. 6- Mar. 17	AMERICAN TOY FAIR, HOTELS NEW YORKER & McALPIN, NEW YORK CITY. PUBLICITY: RUTH MILLARD, TOY MFRS. OF U.S.A., 200 5TH AVE., CR. 5-1141.		
Tuesday Mar. 7 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO MARK OPENING OF NEW SHOWROOMS A cocktail party for the press, by invitation only, to mark the opening of his new offices and showrooms will be given by Dan Cooper on this date. Publicity: Jane Scriven, Anderson, Davis & Platte, PL. 7-2300.	DAN COOPER	67TH FL. PENTHOUSE ROCKEFELLER PLAZA
Tuesday Mar. 7 5:00 P.M.- 8:00 P.M. Cocktails Buffet	PRESS PARTY AND TRADE PREVIEW A private press conference and trade preview of their 1950 line of dinnerware and hotelware designs will be given by invitation only at a cocktail party and buffet supper. These designs have been developed through entirely new techniques. Contact: Arthur Pine Assoc., 67 W. 44th St., VA. 6-2680.	JACKSON VITRIFIED CHINA CO., FALLS CREEK, PENNA.	TAPESTRY ROOM PARK LANE HOTEL
Mar. 7 7:30 P.M.	REGULAR MEETING, UPHOLSTERED FURN. MFRS. ASSN., HOTEL McALPIN, NEW YORK CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, AS. 4-4247.		
Tuesday Mar. 7- May 9 7:15 P.M.	NEW LECTURE SERIES A series of ten two-hour sessions every Tuesday will be devoted to "Fundamentals and Techniques of Publicity" covering the most effective publicity practices used today by the top people in the field. Students will participate in the discussion after each lecture and will be given practical exercises which will be reviewed and criticized. As the size of the class is limited it is suggested that you enroll at once. Tuition, \$10. A distinguished list of guest instructors and lecturers will conduct the course. Contact: Henry Schapper, Publicity Club of New York, Inc., Hotel Shelton, Lexington Avenue & 49th St., New York 17, N.Y., PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON
Wednesday Mar. 8 Luncheon	LUNCHEON FOR BEDDING RETAILERS A "kickoff" luncheon to plan for National Sleep Show participation in the New York area will be held on this date by invitation only. Contact: Sims Reed, Charles P. Rogers Co., TR. 6-3700.	NATL. ASSN. OF BEDDING MANUFACTURERS	WALDORF-ASTORIA WEDCWOOD ROOM
Wednesday Mar. 8- Mar. 12	EXPOSITION OF ELECTRICAL PROGRESS More than 50 distributors and manufacturers of major and other appliances will maintain exhibits at this event. Trade hours, 11 A.M. to 2 P.M. first three days of show, during which admission is by invitation only. Open to public from 2 to 11 P.M. daily. Contact: F. F. Robinson, Director, 106 West 14th St., Kansas City 6, Missouri.	ELECTRIC ASSN. OF KANSAS CITY	MUNICIPAL AUDIT. KANSAS CITY, MO.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 8- May 24 7:00 P.M.- 8:40 P.M.	<b>SERIES OF TWELVE WEDNESDAY MEETINGS</b> A twelve-week workshop to be conducted by Beatrice Schapper is being offered. Actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how-to-do-it guidance will start on March 8. Fee is \$15 for entire series and registration takes place up to March 3 at any branch library, or mail check or money order to Adult Education Office, City College, Convent Ave. & 139th St., New York 31, N.Y. Contact: Beatrice Schapper, LO. 4-2560.	<b>CITY COLLEGE ADULT EDUCATION PROGRAM</b>	<b>PUBLIC LIBRARY ROOM 115</b>
Friday March 10 1:00 P.M. Luncheon	<b>LUNCHEON AND SHOW</b> A luncheon and a showing of specially styled table settings by Carole Stupell will be given on this date for the benefit of the School Settlement Assn. Gowns, especially designed to harmonize with the different types of settings, will also be shown. Tickets are \$7.50. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000. Publicity for Carole Stupell, Carson-Ruff Associates, MU. 2-2055.	<b>HOTEL PIERRE</b>	<b>BALLROOM</b>
March 12- March 16	<b>NORTHWEST GIFT, ART, HOUSEWARES SHOW, RADISSON HOTEL, MINNEAPOLIS, MINN.</b> CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS		
Sunday March 12- March 19	<b>REVIEW OF SILVER</b> A review of the finest silver patterns introduced in the past fifty years all over the world will be open to the press and public on these dates. Flat silver and holloware will be shown and demonstrated by silversmiths. The press may see this display by appointment during the week of March 5 - 12, in the Fourth Floor, Silver Dept. Contact: Etta Daub, B. Altman & Company, MU. 9-7000.	<b>B. ALTMAN &amp; CO.</b>	<b>34TH ST. &amp; 5TH AVE.</b>
March 13- March 17	<b>GRAND RAPIDS HOME SHOW, HOTEL PANTLIND, GRAND RAPIDS, MICHIGAN</b> CONTACT: F. E. EDERLE, 200 N. IONIA NW, GRAND RAPIDS 2, MICHIGAN		
March 13- March 17	<b>PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILA. PA. CONTACT:</b> DOROTHY MEEHAN, GEO. F. LITTLE MANAGEMENT, 220 5TH AVE., MU. 7-7147.		
Monday March 13- March 18	<b>EXHIBIT OF TEXTILES</b> An exhibition of decorative textiles will be held in the Decorators' Galleries of this store. Open to visitors from 9:15 A.M. to 5:30 P.M. Special group will be shown the exhibit prior to opening date. Contact: Mr. W.J. Daniel, Hemenway-Johnson Furniture Co., Shreveport, Louisiana.	<b>HEMENWAY-JOHNSON FURNITURE CO., INC.</b>	<b>919 TEXAS AVENUE SHREVEPORT 6, LA.</b>

#### ADVANCE DATES AND NOTICES

Tuesday March 14 Luncheon	<b>MONTHLY LUNCHEON</b> The monthly luncheon of this organization will be held on this date. Speaker and subject to be announced later. Contact: Mabel Blake, CL. 5-4149.	<b>ADV. WOMEN OF N.Y.</b>	<b>HOTEL ASTOR</b>
Tuesday March 14- March 17	<b>LECTURE ON DECORATING ON A BUDGET</b> Margaret Meredith, decorator-consultant for Columbia Mills, will lecture to local women's clubs on "Decorating on a Budget" in the Drapery Dept. of this store and be available for consultation. Publicity: J. M. Weaver, Columbia Mills, Inc., 428 So. Warren St., Syracuse 2, N.Y.	<b>COLUMBIA MILLS, INC. SYRACUSE, NEW YORK</b>	<b>JOSEPH HORNE CO. PITTSBURGH, PA.</b>



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 16- Mar. 17	CONFERENCE The Marketing Division of this organization will sponsor a conference on these dates at which marketing, sales and merchandising executives from all parts of the country will exchange information. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN.	HOTEL STATLER
Mar. 17	ST. PATRICK'S DAY (Friday).		
Friday Mar. 17- April 8	EXHIBIT: ROOM INTERIORS An exhibition of room interiors, called "Spring in Gramercy Park," will show interiors designed by members of the A.I.D. in collaboration with members of the National Society of Mural Painters, at the National Arts Club, 15 Gramercy Park. Private opening by invitation only from 4 to 6 P.M. on March 16; cocktails. Open daily thereafter from 11 A.M. to 4:30 P.M., admission 50¢. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th Street, New York 22, N.Y., MU. 8-0238.	MEMBERS OF A.I.D.	NATIONAL ARTS CLUB
Mar. 19- Mar. 22	PITTSBURGH GIFT & ART SHOW, HOTEL WILLIAM PENN, PITTSBURGH, PENNA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Monday Mar. 20- Mar. 25	INTERNATIONAL FLOWER SHOW The annual International Flower Show will take place on these dates this year. Contact: Clifford Lowther, 157 W. 58th St., PL. 7-0915.	FLORISTS, NURSERYMEN MFRS. OF GARDEN SUPPLIES	GRAND CENTRAL PALACE
Wednesday Mar. 22 8:00 P.M.- 10:00 P.M.	AUCTION OF DECORATIVE ARTS Approximately 200 decorative objects donated by members of the A.I.D. and by decorative sources of supply will be sold at auction on this date. A preview will be held at Hal Phyfe's studio in the new Parke Bernet Building on March 20 and 21. Decorators may bring or send their clients. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th St., N.Y.C., MU. 8-0238.	AM. INST. OF DECORATORS	PARKE BERNET GALL.
Mar. 25- Apr. 2	NATIONAL HOME SHOW, DALLAS, TEXAS. CONTACT: G. A. GODFREY, 1101 COMMERCE ST., DALLAS, TEXAS.		
Mar. 26- Mar. 30	GREATER NATL. CAPITAL GIFT, ART & HSWRS. SHOW, WILLARD, WASHINGTON, D.C. CONTACT: HELEN BRETT, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Mar. 27- Apr. 1	BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASSACHUSETTS. CONTACT: MARY C. O'BRIEN, DIRECTOR, 90 CANAL STREET, BOSTON, MASS.		
Monday Mar. 27- Apr. 21	GOLD MEDAL EXHIBITION SCULPTURE The final monthly gold medal exhibition will open on this date and will show sculpture. Open to public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N.Y.
Tuesday Mar. 28- Mar. 31	NATIONAL PLASTICS EXPOSITION The fourth annual exposition of the industry will be held in Chicago which is a center of one of the largest concentrations of plastics manufacturing. More than 110 exhibitors showing all lines of plastics materials and applications will participate. Publicity: C. Jack Lynes and Richard G. Elliott, 39 South LaSalle St., Chicago, Illinois.	SOCIETY OF THE PLASTICS INDUSTRY	NAVY PIER CHICAGO, ILL.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Apr. 1- Apr. 30	WALLPAPER STYLE MONTH	WALLPAPER WHOLESALERS ASSOCIATION, ETC.	THROUGHOUT THE COUNTRY
	Wallpaper Style Month will be held for the third time this year. April has been chosen to meet fair weather conditions in a larger part of the country. The month is being sponsored by four important groups: The Wall Paper Institute, the Wall Paper Wholesalers' Assn., Retail Paint and Wall Paper Distributors of America and Painting and Decoration Contractors of America. Promotional material for retailers is available from the Julian Brightman Company, 702 Beacon St., Boston 15, Mass., and should be ordered at once as there will be one printing only and production will be started on February 28th. All consumer publicity: Catherine Blondin Associates, 280 Madison Ave., New York 16, N.Y., MU. 9-7360.		

Monday Apr. 3- Apr. 5	19TH ANNUAL CONFERENCE	AM. INST. OF DECORATORS	WALDORF-ASTORIA
	On the opening day, April 3, both morning and afternoon sessions are for members only. On April 4 and 5, from 9 A.M. to 6 P.M. a Trade Show will be held open to all in allied professions and fields but not to the consumer public. Displays of furniture, fabrics, floor covering, wall coverings, lighting and lamps, window shades, screens, pictures, leather goods, china, fireplaces, hardware, accessories and so on will be featured. The designs in the A.I.D. competitions will also be exhibited. On April 4, a luncheon in the Grand Ballroom will honor the winners in these competitions, with Henry G. Dowling of London as guest speaker. This luncheon is open to all in allied professions and fields. On April 5, from 10 A.M. to 12 M. there will be a session devoted to "Design and Architecture." From 2 to 4 P.M. the title of the session will be "Modern versus Modern." Both sessions will be held in the Wedgwood Room and will be open to all in allied professions and fields but not the consumer public. Contact: Mrs. M.M. Girard, A. I. D., 41 East 57th Street, New York 22, N. Y., MU. 8-0238.		

#### MUSEUM, GALLERY AND GARDEN NEWS

Friday Feb. 24- May 21	EXHIBIT: ART TREASURES	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
	More than 300 masterpieces from one of the greatest art collections of Europe, including paintings, bronzes, goldsmith's work, ivories and tapestries, on loan by the Austrian Government, will be exhibited. Admission charge, 50¢ inc. tax except Mondays. Hours: 10 A.M. to 5 P.M., weekdays; until 9 P.M. Wednesdays and Saturdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, TR. 9-5500.		
Monday Feb. 27	SEVERAL SHORT COURSES	BROOKLYN BOTANIC GARDEN	1000 WASHINGTON AVE.
	A green house course on spring gardening on Mondays and Tuesdays; a course on planning and planting the home grounds on Tuesdays and Wednesdays; a course in flower painting on Wednesdays and a course on Flower Arrangement on Wednesdays and Thursdays are open now for registration. Contact: Frances M. Miner, Brooklyn Botanic Garden, 1000 Washington Avenue.		
Wednesday Mar. 1- Mar. 23 3:00 P.M.	LECTURE SERIES	METROPOLITAN MUSEM	82ND ST. & 5TH AVE.
	A series of lectures on English furniture and decoration will be given on Wednesdays and Thursday at 3 P.M. in the Galleries by Stuart M. Shaw, during this month. The lectures will deal with Chippendale, Robert Adams, Hepplewhite and Sheraton. Publicity: Lillian Green, TR. 9-5500.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Sundays	LECTURE SERIES	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Mar. 5-	The Decorative Arts of England and France will be the subject of four		
Mar. 26	Sunday lectures by Trenchard Cox, Director, City Museum and Art Gallery, Birmingham, England. Publicity: Lillian Green, TR. 9-5500.		
Sunday	CONTEMPORARY	DENVER ART MUSEUM	DENVER 4,
Mar. 5-	DESIGN EXHIBIT	14TH AVE. & ACOMA ST.	COLORADO
Apr. 30	The Denver Art Museum is planning its first major exhibition of contemporary design entitled "Under Every Roof." This exhibition will explore the achievements of the modern designer in nearly every conceivable field. Contact: Otto Karl Bach, Director, Denver Art Museum.		

#### TELEVISION AND RADIO NEWS

Thursday	TELEVISION PROGRAM	WABD	DUMONT TELEVISION
Feb. 23	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.	Mr. Joseph Green of the Safeguard Corp. will demonstrate the Air-In ventilator for home and office, on the Kathi Norris show. This draft-proof ventilator effectively keeps out rain, snow, and wind and provides a continuous change of air, winter and summer. Publicity: Babs Doniger, PL. 3-1742.		
12:00 M.			
Friday	TELEVISION PROGRAM	CBS-TV	CBS-TV
Feb. 24	VANITY FAIR	CHANNEL 2	485 MADISON AVENUE
4:30 P.M.-	Dorothy Liebes, noted weaver and textile designer, will demonstrate and discuss her theories of coordinated textures in drapery, upholstery and rugs on Dorothy Doan's program. Publicity: Helen Brattrud, PL. 5-2000.		
5:00 P.M.			
Monday	TELEVISION PROGRAM	WABD	DUMONT TELEVISION
Feb. 27	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.-	The Kathi Norris show will have Happy Felton discussing and demonstrating Kleen-Mitz, which he manufactures. Vinylite is electronically welded to the chamois-type cloth of the mitten which is sanforized and ventilated and may be used again and again for dusting, polishing, and cleaning. Publicity: Babs Doniger, PL. 3-1742.		
12:00 M.			
Tuesday	TELEVISION PROGRAM	WABD	DUMONT TELEVISION
Feb. 28	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.-	Philip DuBoff will demonstrate the Stak-A-Door units--metal doors packed in a long flat carton, that can be assembled without screws or nails. Stak-A-Door forms cabinets for the kitchen or for use as wardrobes. The Kathi Norris show for this date will also show the Cheff-ess, a meat saw permitting the housewife to carve the meat from her freezer into any cut she desires, and the Carving Caddy which keeps meat in place while it is being carved. Publicity: Babs Doniger, PL. 3-1742.		
12:00 M.			
Wednesday	TELEVISION PROGRAM	WABD	DUMONT TELEVISION
March 1	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.-	Virginia Hamill, prominent design consultant will display and discuss Knoll's Mix-Match Dinnerware which is presenting for the first time, table settings with a custom-made look at a ready-made price. The Kathi Norris show will also feature the Trimble Co.'s Kiddie-Koop for the child from birth to big-bed age. Publicity: Babs Doniger, PL. 3-1742.		
12:00 M.			



DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS

For E.P.S. News Syndicate, 134 East 59th Street, New York 22, N.Y.

This international news service would like to have news or idea items and photographs covering food, kitchenwares, housewares, housekeeping equipment, table settings and all phases of home furnishings of interest to the homemaker. Address Ann Zeleny, Food & Home Editor.

For The Milwaukee Journal, Milwaukee 1, Wisconsin.

This newspaper will run a special section on home furnishings on Sunday, March 19, with features on every aspect of home furnishings and appliances. Material is solicited. Address, Lois Hagen, Home Furn. Editor.

For St. Louis Globe-Democrat, 1133 Franklin Ave., St. Louis 1, Missouri.

A new Sunday Rotogravure Section will be introduced on Sunday, March 12. This newspaper is interested in receiving good picture material dealing with home furnishings. Address Mildred Planthold, Woman's Editor.

For The Mirror, 145 South Spring Street, Los Angeles 53, California.

This paper is publishing a new Saturday feature section keyed to both men and women. Glossy photographs and descriptions of furnishings, decoration, equipment are desired. Address Anita Bennett, Homemaking Editor.

PERSONNEL CHANGES

For Successful Farming, Meredith Publishing Co., Des Moines 3, Iowa.

The following editors are interested in the subjects listed: Food and Gardening, Miss Margaret Hegerfeld; Housing and Home Furnishings, Mrs. Kay Jones; Major Appliances and Shopping Column, Miss Jo Kelleher; Needlework, Miss Nancy Carpenter.

For Furniture Index, 415 West 4th St., Jamestown, N.Y.

Agnes L. Ahlstrom, editor and publisher, is the person to whom to address material on furniture, floor coverings and bedding from manufacturers as well as good retail promotions. Pictures are always welcome.

For Household Finance Corp., 919 No. Michigan Ave., Chicago 11, Illinois.

The following editors are interested in the subjects listed: Director, Consumer Education Dept., Leone Ann Heuer; Foods and Equipment, Katharine Middleton; Home Management, Sylvia Shiras; Textiles and Home Furnishings, Helen H. Von Huben.

For Home Life, 221 No. LaSalle Street, Chicago 1, Illinois.

Marian Kessell is editor of Home Life; her assistant is Betty Markert. Releases should be sent to either one. Any releases dealing with the home and its more efficient and happy management will be welcome.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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